

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																														
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest																														
<b>CONVEYING PARTY DATA</b>																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Maritz, Inc.</td> <td></td> <td>11/03/2005</td> <td>CORPORATION: MISSOURI</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Maritz, Inc.		11/03/2005	CORPORATION: MISSOURI																							
Name	Formerly	Execution Date	Entity Type																												
Maritz, Inc.		11/03/2005	CORPORATION: MISSOURI																												
<b>RECEIVING PARTY DATA</b>																															
Name:	Bank of America, N.A., as Administrative Agent																														
Street Address:	231 South LaSalle Street																														
City:	Chicago																														
State/Country:	ILLINOIS																														
Postal Code:	63099																														
Entity Type:	national banking association: UNITED STATES																														
<b>PROPERTY NUMBERS Total: 9</b>																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 15%;">Number</th> <th style="width: 65%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1503222</td> <td>Q</td> </tr> <tr> <td>Registration Number:</td> <td>1030254</td> <td>QUALITY CONTROLLED SERVICES</td> </tr> <tr> <td>Serial Number:</td> <td>78643404</td> <td>CUSTOMER EXPERIENCE ADVANTAGE</td> </tr> <tr> <td>Serial Number:</td> <td>78570895</td> <td>DISCOVERYTAB</td> </tr> <tr> <td>Serial Number:</td> <td>78566997</td> <td>MARITZ MCGETTIGAN</td> </tr> <tr> <td>Serial Number:</td> <td>78437528</td> <td>MARITZ LOYALTY MAXIMIZER</td> </tr> <tr> <td>Serial Number:</td> <td>78400428</td> <td>VIRTUOSO</td> </tr> <tr> <td>Serial Number:</td> <td>78361183</td> <td>TRIBUTES</td> </tr> <tr> <td>Serial Number:</td> <td>78229260</td> <td>REWARDDIRECT</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Registration Number:	1503222	Q	Registration Number:	1030254	QUALITY CONTROLLED SERVICES	Serial Number:	78643404	CUSTOMER EXPERIENCE ADVANTAGE	Serial Number:	78570895	DISCOVERYTAB	Serial Number:	78566997	MARITZ MCGETTIGAN	Serial Number:	78437528	MARITZ LOYALTY MAXIMIZER	Serial Number:	78400428	VIRTUOSO	Serial Number:	78361183	TRIBUTES	Serial Number:	78229260	REWARDDIRECT	
Property Type	Number	Word Mark																													
Registration Number:	1503222	Q																													
Registration Number:	1030254	QUALITY CONTROLLED SERVICES																													
Serial Number:	78643404	CUSTOMER EXPERIENCE ADVANTAGE																													
Serial Number:	78570895	DISCOVERYTAB																													
Serial Number:	78566997	MARITZ MCGETTIGAN																													
Serial Number:	78437528	MARITZ LOYALTY MAXIMIZER																													
Serial Number:	78400428	VIRTUOSO																													
Serial Number:	78361183	TRIBUTES																													
Serial Number:	78229260	REWARDDIRECT																													
<b>CORRESPONDENCE DATA</b>																															
Fax Number:	(919)416-8339																														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																															
Phone:	919 286-8049																														
Email:	PTO_TMconfirmation@mvalaw.com																														

OP \$240.00 1503222

900037700

**TRADEMARK**  
**REEL: 003208 FRAME: 0497**

Correspondent Name: Moore & Van Allen PLLC  
Address Line 1: 430 Davis Drive  
Address Line 2: Suite 500  
Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	017625.3276NTMARITZJES
-------------------------	------------------------

NAME OF SUBMITTER:	John E. Slaughter
--------------------	-------------------

Signature:	/John E. Slaughter/
------------	---------------------

Date:	12/12/2005
-------	------------

Total Attachments: 4 source=NGSI-T1 Maritz, Inc#page1.tif source=NGSI-T1 Maritz, Inc#page2.tif source=NGSI-T1 Maritz, Inc#page3.tif source=NGSI-T1 Maritz, Inc#page4.tif
--

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Amended and Restated Security Agreement dated as of November 3, 2005 (the "Security Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the Lenders referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark Item</u>	<u>Date of Trademark</u>
	See Schedule 1	

<u>Trademark Applications No.</u>	<u>Description of Trademark Applied For</u>	<u>Date of Trademark Applications</u>
	See Schedule 1	

The Obligors and the Administrative Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

MARITZ INC.  
a Missouri corporation

By: James W. Kienker  
Name: JAMES W. KIENKER  
Title: SENIOR EXEC. VP & CFO

Obligor's Address: Maritz Inc.  
1375 North Highway Drive  
Fenton, MO 630991

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

The Obligors and the Administrative Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

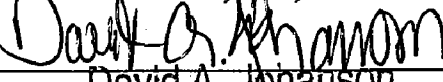
MARITZ INC.  
a Missouri corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Obligor's Address: Maritz Inc.  
1375 North Highway Drive  
Fenton, MO 630991

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Administrative Agent

By:   
Name: David A. Johanson  
Title: Vice President

**Maritz Inc.  
(Missouri Corporation)**

**U.S. Trademarks**

**Registered Marks**

<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>
Q and Design	1503222	09/06/88
QUALITY CONTROLLED SERVICES	1030254	01/13/76

**Pending Applications**

<b>Mark</b>	<b>Application No.</b>	<b>Filing Date</b>
CUSTOMER EXPERIENCE ADVANTAGE	78643404	06/03/05
DISCOVERYTAB	78570895	02/18/05
MARITZ MCGETTIGAN	78566997	02/14/05
MARITZ LOYALTY MAXIMIZER	78437528	06/18/04
VIRTUOSO	78400428	04/12/04
TRIBUTES	78361183	02/02/04
REWARDIRECT	78229260	03/24/03